Wyoming Public Media Statewide Public Advisory Council (PAC) Meeting
November 17, 2018 10:00 am - WPM in Knight Hall, 12th and Ivinson, Laramie, WY

I. Introductions and II. Adoption of Minutes

III. Significant Issues

+UW annual Audit **-** UW hired new firm to conduct audits. Costs went from $13,000 to $31,000.
+Loan repayment on Lingle site

IV. Presentation - Micah Schweizer described history and success of *HumaNature* podcast. 125,000 downloads, US, UK, Australia. 70 other countries, all 50 states.

V. Area Reports

Management Report

National/Regional +*StoryCorps* in Jackson +Mountain West & Buffalo Bill Center of West/WPM collaborations local, regional, national stories.
State +WPM Infrastructure project +WPM election coverage partners: Wyoming PBS, Casper Star Tribune, Laramie Boomerang, League of Women Voters, and UW.
Local +Fall fund drive met and surpassed goal. +Annual Audit for 2018; Submitted 2018/2019 WPM budget. +New UW protocols for HR evaluation processes.
+Cultural Affairs Producer/Associate hired, Erin Jones. +David Sedaris planned for Laramie October 2019. +UW WyoCloud financial system.

Revenue Centers

+Fundraising updates (Membership, Underwriting and Major Gifts, Grants)
+Membership fund drive 4-year growth

Programming

+Audience reports. + Cheyenne Symphony Orchestra, Metropolitan Opera aired on Classical Wyoming. +Sheridan Whitney Center concert aired Thanksgiving week on Wyoming Sounds.
+Giving Tuesday Nov 27. + Live broadcasts from Grand Teton Music Festival 4th of July concert, Cheyenne Frontier Days

Engineering

+Sheridan - Tower construction. +Douglas - Tower up, building waiting for power. +Saratoga – on the air.
+Cody/Powell - After the transfer of the license, put on the air in July. +Shoshoni (Riverton/Thermopolis) - Two stations, licenses donated to us, both carry WPR. + Hudson (Lander) – On the air, Wyoming Sounds, upgraded next year to meet power requirements.
+Laramie Studios – New automation system going well.

News

+Election coverage included 4 debates.
+Weekly newsletter, In the Press, 4 or 5 nationally aired stories

Promotions

+Community Outreach +Print ads +Billboards +Marketing Metrics

VI. New Business and Discussion

Next meeting scheduled for June 15, 2019

VII. PAC Recommendations for GM

Investigate the reason for the doubling of the audit price for WPM. Engage PAC as needed to query.
Investigate status of Lingle loan; bring to attention of UW administration as needed.

VIII. Adjournment -

11:45 am.

Attending: WPM Staff: Christina Kuzmych, Paul Montoya, Micah Schweizer, Diana Denison; WPM Public Advisory Council (PAC): Larry Knopp, Laramie; Tim Sullivan, Laramie; Bill Voigt, Laramie; Oliver Walter, Laramie; Via Zoom Video/Teleconference: Mike Stone, Cheyenne (Chair); Sherril Bailey, Rawlins; Katharine Conover, Jackson; David Hardie, Jackson; Bruce Richardson, Casper